REMARKS

Claims 29-39, 41-50 and 54-61 were previously pending in this application. In the Office Action mailed on October 20, 2005, the Examiner indicated that, except for a double patenting rejection, all of the previously pending claims are of allowable subject matter. Applicant thanks the Examiner for reviewing the references submitted by Applicant, and further thanks the Examiner for the indication of allowability.

With the present amendment, claims 29-39, 41-48 and 54-61 are cancelled, and new claims 62-218 are being added. The cancellation of claims and the addition of new claims are based on Applicant's private considerations, and are not intended as a concession or surrender of any subject matter or claim scope. The newly submitted claims supplement the previously pending claims and are likewise allowable.

Request for Acknowledgment of Priority

Applicant has previously requested (Amendment dated January 22, 2004) acknowledgement of priority under 35 U.S.C. § 120 to U.S. Patent Application Serial No. 08/787,979 now U.S. Patent No. 6,285,987. From the Office Action of October 20, 2005 it is evident that the Examiner has not yet formally acknowledged the priority claim, although the Examiner has held regardless, that the present application is of allowable subject matter. Applicant represents that the present application is entitled to priority under § 120, and respectfully requests the Examiner's acknowledgement.

Double Patenting

The Examiner rejected all of the previously pending claims under the judicially

created doctrine of obviousness-type double patenting, as being unpatentable over claims 1-17 of U.S. Patent No. 6,285,987. To overcome the rejection, Applicant concurrently submits herewith a Terminal Disclaimer in accordance with 37 CFR § 1.321(c).

Claim Construction

Currently pending in the present application are 4 independent claims and 155 dependent claims. Each dependent claim refers to either an independent claim or another dependent claim. It is hereby noted, that it is Applicant's express and unequivocal intent, that each dependent claim should be construed and attributed meaning as having at least one additional limitation or element not present in the claim to which it refers. In other words, the claim to which each dependent claim refers is to be construed and attributed meaning as being broader than such dependent claim. For example, several dependent claims include the limitation "wherein the request for content is caused by a reference in the webpage". It should therefore be understood, that the claims to which such dependent claims refer, are to be construed, as not requiring the request for content to be caused by a reference in the webpage. For example, the advertisement can be 'included' in the webpage through other means, such as server side includes or other server side mechanisms. The advertisement may also be in the form of text data (stored in a database), which is incorporated at the server-side, as part of a web page served to the browser.

As another example, some dependent claims include the limitation "wherein the monetary amount indicated by each of the submitted bids is included in the each of the submitted bids". It should therefore be understood, that the term "monetary amount indicated by each of the submitted bids", by itself, does not require the monetary amount to be included in the bid data. Thus, the bid may for example, include a value or other type of data, which serves to 'indicate' the

monetary amount (e.g. the bid may include a value which is a "maximum amount" an associated advertiser is willing to pay for a click-through, which by system default, is automatically discounted to an increment above a lower bidder, which is the actual monetary amount the advertiser will pay; hence the bid "indicates" an "actual" monetary amount payable by an associated advertiser).

The term "same event type" used in some of the dependent claims, means, that the event, which triggers payment, is the same type of event for each of the submitted bids. For example, the event type can be a serving of an associated ad. Thus, whichever of the bids is selected, a serving of the associated ad would trigger payment of the monetary amount indicated by the selected bid.

The term "the advertising opportunity" used in claims 62, 114 and 166, and their respective dependent claims, corresponds to the "each advertising opportunity" of the respective preambles of claims 62, 114 and 166.

CONCLUSION

In view of the foregoing remarks and the concurrently submitted Terminal Disclaimer, Applicant respectfully requests reconsideration and allowance of the present application. For any outstanding issues concerning this application, the Examiner is invited to contact the undersigned at the number listed below.

Dated: April 7, 2006   Respectfully submitted,

/Benzion A. Wachsman/

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